Having thus described the preferred embodiments, the invention is claimed to be:

- 1. A drive roller for use on a wire feeding mechanism to advance a continuous length of wire, said drive roller comprising:
- a hub having an axis and an outer surface extending circumferentially about said axis; and
- a plating on said outer surface and extending circumferentially thereabout.
 - 2. The drive roller of claim 1 wherein said plating is a chrome alloy.
- 3. The drive roller of claim 2 wherein said chrome alloy has between about 96% and about 97% chromium.
- 4. The drive roller of claim 2 wherein said plating has a hardness of about Rockwell C 70 to about Rockwell C 72.
- 5. The drive roller of claim 2 wherein said plating has a thickness of about 0.0004 inches to about 0.0006 inches.
- 6. The drive roller of claim 1 wherein said plating is a nickel coating.
- 7. The drive roller of claim 6 wherein said plating has a hardness of approximately Rockwell C 60.
- 8. The drive roller of claim 6 wherein said plating has a thickness of about 0.0001 inches to about 0.0030 inches.

- 9. The drive roller of claim 1 wherein said outer surface includes a first groove extending circumferentially therearound.
- 10. The drive roller of claim 9 wherein said outer surface includes a second groove extending circumferentially therearound for use when said first groove is sufficiently worn.
- 11. The drive roller of claim 9 wherein said groove is one of U-shaped and V-shaped.
- 12. A drive roller for use on a wire feeding mechanism to advance a continuous length of wire, said drive roller comprising:
- a hub having an axis and an outer surface extending circumferentially about said axis; and
- a plating on said outer surface extending circumferentially thereabout, said plating tangentially and compressively contacting an associated continuous length of wire.
- 13. A wire feeding mechanism for advancing a continuous length of wire along a pathway, said wire feeding mechanism comprising:
- a housing having two roller supports each rotatable about a corresponding axis transverse to said pathway, said roller supports being on opposite sides of said pathway and being driveably engaged with each other;
- a drive roller on each roller support for rotation therewith and having a roller axis coaxial with the axis of the corresponding roller support, said driver roller including a hub having an outer surface extending circumferentially about said roller axis, and one of a plating and a coating on said outer surface; and
- said one of a plating and a coating of each of said drive rollers tangentially and compressively contacting a continuous length of wire

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therebetween such that the wire is advanced along said pathway in response to the rotation of said drive rollers.

- 14. The wire feeding mechanism of claim 13, wherein at least one of said drive rollers is radially adjustably positionable relative to said pathway.
- 15. The drive roller of claim 12, wherein said plating is a chrome alloy.
- 16. The drive roller of claim 12 wherein said chrome alloy has between about 96% and about 97% chromium.
- 17. The drive roller of claim 12 wherein said plating has a hardness of about Rockwell C 70 to about Rockwell C 72.
- 18. The drive roller of claim 12 wherein said plating has a thickness of about 0.0004 inches to about 0.0006 inches.
- 19. The drive roller of claim 12 wherein said plating is a nickel coating.
- 20. The drive roller of claim 12 wherein said plating has a hardness of approximately Rockwell C 60.
- 21. The drive roller of claim 12 wherein said plating has a thickness of about 0.0001 inches to about 0.0030 inches.
- 22. The drive roller of claim 12 wherein said outer surface includes a first groove extending circumferentially therearound.

- 23. The drive roller of claim 12 wherein said outer surface includes a second groove extending circumferentially therearound for use when said first groove is sufficiently worn.
- 24. The drive roller of claim 12 wherein said groove is one of U-shaped and V-shaped.
- 25. A method of imparting wear-resistance to a drive roller for use on a wire feeding mechanism to advance a continuous length of wire, said method comprising the steps of:

providing a drive roller having a hub with an axis and an outer surface extending circumferentially about said axis;

liquid honing said outer surface to prepare said outer surface for a chrome alloy plating; and

electrolyzing said drive roller outer surface to apply said chrome alloy thereto.